

Global Electronic Price Tag Chip Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electronic Price Tag Chip market size is expected to reach \$ 2652 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

The electronic price tag chip, also known as the E-ink price tag chip, is a specialized integrated circuit used in electronic price tag systems. It is designed to display pricing and product information on electronic shelf labels (ESLs) in retail stores. Electronic price tag chips revolutionize pricing management in retail by providing dynamic and accurate pricing information. They streamline the pricing process, reduce pricing errors, and allow for rapid and simultaneous price updates across all ESLs in the store. With the ability to display promotional messages and sales information, these chips enhance customer engagement and improve the overall shopping experience. In 2025, global Electronic Price Tag Chip production reached approximately 697.64 M Units, with an average global market price of around US\$ 2.36 per unit.

The electronic price tag chip market belongs to a typical sub segment of the Internet of Things, benefiting from global retail digital upgrades and rising labor costs, and overall showing a rapid growth trend. From the demand side, the demand for dynamic pricing and efficiency improvement in supermarkets and chain retail continues to increase, driving the penetration rate of electronic price tags to continuously improve. At the same time, the expansion of warehousing logistics and industrial scenarios further opens up market space; From the supply side, the industry is dominated by low-power wireless SoC manufacturers, combined with electronic paper drive manufacturers to form a collaborative competitive pattern. Technical barriers mainly lie in ultra-low power design, wireless communication protocols, and system integration capabilities. In the future, with the gradual unification of Bluetooth standards (such as BLE ESL protocol), the decrease in electronic paper costs, and the acceleration of chip high integration trends,

electronic price tag chips will evolve towards lower costs, higher integration, and wider application scenarios. However, the overall market still presents the development characteristics of 'medium scale, sustained growth, and technology driven'.

This report studies the global Electronic Price Tag Chip production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electronic Price Tag Chip and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Electronic Price Tag Chip that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electronic Price Tag Chip total production and demand, 2021-2032, (Million Units)

Global Electronic Price Tag Chip total production value, 2021-2032, (USD Million)

Global Electronic Price Tag Chip production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Electronic Price Tag Chip consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Electronic Price Tag Chip domestic production, consumption, key domestic manufacturers and share

Global Electronic Price Tag Chip production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Electronic Price Tag Chip production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Electronic Price Tag Chip production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Electronic Price Tag Chip market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nordic Semiconductor(NO), Texas Instruments(US), NXP Semiconductors(NL), STMicroelectronics(CH), Infineon(DE), Nexperia(NL), Yichip Microelectronics(CN), Telink(CN), JADARD TECHNOLOGY(CN), Lenze Technologies(CN), etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electronic Price Tag Chip market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Electronic Price Tag Chip Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electronic Price Tag Chip Market, Segmentation by Type:

QFN Package

WLCSP Packaging

Other

Global Electronic Price Tag Chip Market, Segmentation by Wireless Communication:

2.4GHz Private Protocol

Bluetooth

Other

Global Electronic Price Tag Chip Market, Segmentation by Application Environment:

Normal Temperature Chip

Low Temperature Chip

Global Electronic Price Tag Chip Market, Segmentation by Application:

Smart Healthcare

Smart Retail

Smart Warehouse

Smart Mobility

Other

Companies Profiled:

Nordic Semiconductor(NO)

Texas Instruments(US)

NXP Semiconductors(NL)

STMicroelectronics(CH)

Infineon(DE)

Nexperia(NL)

Yichip Microelectronics(CN)

Telink(CN)

JADARD TECHNOLOGY(CN)

Lenze Technologies(CN)

Quaming Intelligence(CN)

Rockchip Electronics(CN)

Wuhan Ruinajie Semiconductor(CN)

Ingchips Technology(CN)

Phyplus Technologies(CN)

EDOM Technology(TW)

Key Questions Answered:

1. How big is the global Electronic Price Tag Chip market?
2. What is the demand of the global Electronic Price Tag Chip market?
3. What is the year over year growth of the global Electronic Price Tag Chip market?
4. What is the production and production value of the global Electronic Price Tag Chip market?
5. Who are the key producers in the global Electronic Price Tag Chip market?
6. What are the growth factors driving the market demand?

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